

R E M A R K S

The amendments made to the specification are requested to correct inadvertent errors noted in a review of the application as filed. No new matter has been added. The support for the amendments to the specification may be found in the remainder of the specification as follows:

- (i) The substitute brief description of FIG. 10 is supported on page 19, lines 9 – 10.
- (ii) The added brief description of FIG. 11 is supported on page 20, lines 1 – 2.
- (iii) The added brief description of FIG. 12 is supported on page 20, lines 16 – 17.
- (iv) The added brief description of FIG. 13A is supported on page 21, lines 6 – 7.
- (v) The added brief description of FIG. 13B is supported on page 21, lines 13 – 14.

CONCLUSION

Applicants respectfully submit that all of the claims are now in condition for allowance and the Examiner's early examination and consideration are respectfully requested. Alternatively, if there remains any question regarding the present application or any of the cited references, or if the Examiner has any further suggestions for expediting allowance of the present application, the Examiner is cordially requested to contact Magdalena M. Fincham at telephone number (203) 461-7041 or via electronic mail at mfincham@walkerdigital.com.

While no extension of time or other fee is believed due in connection with this amendment, the PTO is hereby authorized to charge any fee associated with this case, throughout the pendency of the case, to Deposit Account No. 50-0271.

Respectfully submitted,

October 4, 2001
Date


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**AMENDMENTS TO SPECIFICATION: VERSION WITH CHANGES MARKED**

On page 6, please **SUBSTITUTE** the following sentence for the two sentences currently on lines 1 – 4:

[FIG. 10A is a flow chart illustrating a method for generating data for use in a supplementary product sale.

FIG. 10B is a flow chart illustrating a method for generating data for use in a supplementary product sale.]

FIG. 10 is a schematic illustration of another embodiment of an upsell offer database.